

MEDIA TROOP CARD

Background info

On Dec. 3, 2015 In a historic change for the American military, Defense Secretary Ashton B. Carter announced that the Pentagon will open all combat jobs to women removing remaining barriers based on gender-restrictive policies.

“There will be no exceptions,” Mr. Carter said at a news conference.

- This decision eliminates the policy that absolutely prohibited women from being assigned to certain ground combat units like Special Forces, Rangers, etc.

On January 2nd, 2016, all currently closed occupations will be open and available for the assignment of women or men, and the Services will begin implementing their current plans for the recruiting, accessing, and initial training of women in these occupations

- ***This change reflects operational realities on the ground*** and will open positions, units, specialties to women that not only maximize their talents but continue to provide maximum security of the nation

TALKING POINTS: Also see back sheet

- Over the last decade, more than 280,000 women have deployed in support of our operations in Iraq and Afghanistan. Women have shown great courage and sacrifice - we simply could not accomplish the mission without them.

Opening positions to a wider pool of skilled

MEDIA TROOP CARD

PRACTICE THE **FIVE Bs**:

- BE **HONEST**
- BE **POLITE**
- BE **BRIEF**
- BE **ACCURATE**
- BE **SAFE**

DO:

- TALK TO THE MEDIA
- PRACTICE OPSEC
- **STAY IN YOUR LANE**
- LOOK AT THE REPORTER

DON'T:

- MISLEAD
- LIE
- SAY **“NO COMMENT”**
- ARGUE
- LOOK INTO THE CAMERA
- DISCUSS SECURITY MEASURES
- SPEAK AGAINST NCNG OR DoD POLICY

BUILDING “BRIDGES”:

Answer, “bridge,” to the command message!

EXAMPLES:

- “The thing to remember here is.....”
- “I don’t know about that, **but what I can tell you is.....**”
- “What I’d like to highlight is.....”
- “I want to focus on.....”

Possible Questions

I'm Rank/Name with the North Carolina National Guard. I have been in the NCNG for (Years).

Q1: Have you deployed to a combat zone previously?

A1: Give the unit, dates of deployment and your duty description. *Be prepared to explain how you earned the CIB or CAB (if applicable).*

Q2: What are your feelings on the decision to allow women into ALL combat branches

A2: I like/I'm fine with the decision because if a women is capable of meeting the qualifications for a certain job and can complete the required training, then she should have a chance to apply for that job (*reduces gender based-barriers*)

Q3: Do you think women should be in the Infantry or Special Forces

A3: Women work in direct support of combat arms units today in Afghanistan and around the world , so if a women is capable of meeting the qualifications for a certain job and can complete the required training, then she should have a chance to apply for that job

Q4: How will this impact NCNG

A4: Opening positions to a wider pool of skilled personnel maximizes military capabilities and provides a greater pool

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- **Answer, "bridge," to the command message!**

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- **"The thing to remember here is....."**
- **"I don't know about that, but what I can tell you is....."**
- **"What I'd like to highlight is....."**
- **"I want to focus on....."**